

The Importance of Work Preparation for Residents of Babakan Banten Hamlet: Building Personal Branding and Writing CV

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Abstract

Purpose: This study underscores the importance of work preparation before entering the workforce, focusing on personal branding and skills crucial for professional success. Addressing Babakan Banten Hamlet residents' need for work readiness awareness, it guides youth in crafting effective CVs and job application letters. Utilizing mixed methods, qualitative interviews, and quantitative surveys assess community needs and program efficacy perceptions.

Method: Community engagement involves workshops for 17 to 22-year-olds. Data collected through observation and surveys assesses training effectiveness.

Practical Applications: This research empowers participants for better job market entry, improved job application outcomes, and potentially higher youth employment rates, contributing to community growth. It also informs similar community development approaches.

Conclusion: This activity strives to prepare Babakan Banten Hamlet's youth for the workforce through essential skills training. Its potential impact on employability and community well-being underscores the importance of targeted engagement in addressing specific challenges.



Introduction

The Community Learning Centre (PKBM) is an educational program that focuses on non-formal education to improve the quality of human resources. Non-formal education programs serve to address and alleviate educational gaps prevalent in society. As professional initiatives, social programs aim to tackle community challenges (Rizka dkk., 2019) (Ivan, 2021). In order to attain appropriate work, individuals must possess talents that demonstrate knowledge and incorporate additional attributes that facilitate successful integration into desired positions (Sitorus & Hutasoit, 2021) (Bergeron, 2004). In the contemporary digital landscape, discernible transformations are observable, namely within the realm of social media. Social media users expeditiously distribute information, communicate, participate in commercial activities, and pursue employment opportunities using online platforms (Supriyanto dkk., 2020) (Hazudin dkk., 2021). Entering the job market requires individuals to possess self-awareness, engage in networking activities, and effectively utilize social media platforms. Using social media platforms for personal branding offers various benefits (Andarini, 2019) (Primasari & Puspitasari, 2023).

Personal branding plays a significant role in shaping a captivating self-image (Abidin dkk., 2022). The act of creating an identity that fosters good impressions involves the display of personality, distinctiveness, and talents. It signifies an inherent inclination inside individuals to cultivate a favorable impression among others, to foster positive impressions, trust, and more (Moradi, 2022) (Smolarek & Dziendziora, 2022). This concept is designed to cater to those in the adolescent age range of 17 to 22 who are developing their unique identities under highly competitive surroundings. The development of personal branding is an innate process that is influenced by the surrounding environment. This characteristic is not limited solely to individuals in the public eye; even individuals who primarily manage household affairs exhibit it (Silalahi dkk., 2023) (Nanayakkara & Dissanayake, 2020). A robust personal brand enables individuals to cultivate a distinctive identity, instill confidence, and attract backing in their professional endeavors. CV screening plays a crucial role in the context of the workplace. However, a significant number of individuals seeking employment need help to get the attention of human resources personnel, hindering their advancement. Developing a compelling curriculum vitae (CV), in conjunction with navigating psychiatric evaluations and interviews, is of paramount importance.

The observations conducted in Babakan Banten have identified several issues, including the issue of school dropouts, high rates of unemployment, and low awareness of work preparedness among the local population. Therefore, it is imperative to educate the local population about personal branding, curriculum vitae (CV) writing, and job application letters to improve career readiness. The primary factors contributing to these issues include a deficiency in job preparation knowledge among individuals in Babakan Banten, a lack of comprehensive information about personal branding, a lack of awareness regarding the utilization of Linked-In for personal branding purposes, and limited comprehension of the process involved in writing effective job application letters and curriculum vitae.

In response, the author endeavors to provide educational guidance to the community of Babakan Banten, placing particular emphasis on the importance of job preparedness through the cultivation of personal branding, the development of well-crafted curriculum vitae, and the composition of effective application letters. This practice fosters a favorable perception of oneself and garners the attention of human resources personnel. The objective is to foster community understanding regarding the importance of career readiness prior to joining the labor market.

Method

The implementation method to address community issues in Kutajaya Village, Babakan Banten Hamlet, involves several approaches, such as socialization and training. In this context, the following methods are employed:

1. Community Education

Community education is an activity aimed at providing education, understanding, and knowledge about the context that will be presented to the community. This enables the community to grasp the fundamentals of the context before engaging in training/practical activities related to it. This involves providing knowledge and understanding about:

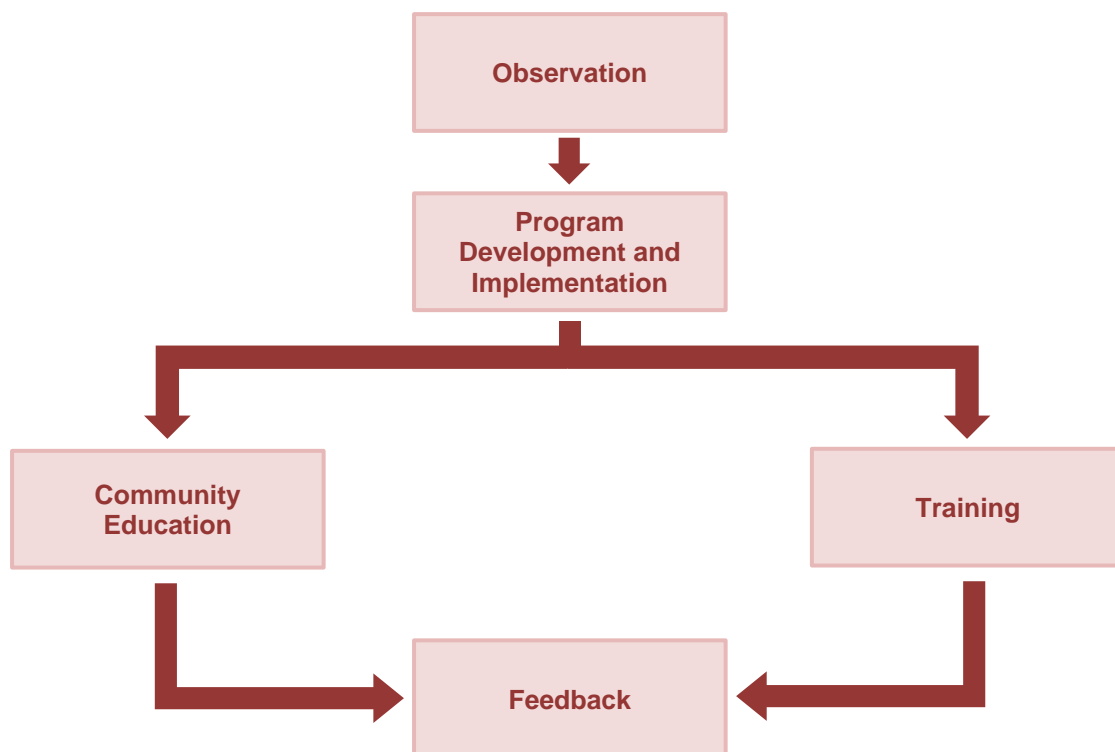
- a. Session I: Socialization on the importance of building personal branding. Personal branding socialization aims to better prepare individuals for the workforce.
- b. Session II: Job preparation socialization to equip individuals for the job market.

2. Training

Training is an individual activity to systematically enhance skills and knowledge to improve professional performance in a specific field. A specific method employed in this training is the "learning by doing" approach, where participants engage in direct practice guided by instructors and assisted by instructor assistants to address any difficulties. This includes:

- a. Session III: Training on creating a LinkedIn branding account. This training aims to introduce the audience to an application linked to the job market and enhance their understanding of its benefits for career development. This application allows the audience to access and explore LinkedIn more extensively.
- b. Session IV: Training on creating CVs and job application letters through the "Lamaranku" application. This training aims to enhance the skills and knowledge of the Babakan Banten Hamlet audience, providing them with a tool to create job application letters efficiently.

Figure 1. Flowchart of Activity Planning and Implementation Methods



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Based on Figure 1, the Flowchart of Activity Planning and Implementation Methods, there are explanations regarding the stages and implementation methods as follows:

1. Observation

The Observation stage was conducted on Tuesday, August 16, 2022, at 10:00 AM. The author observed Kutajaya Village, Babakan Banten Hamlet, visiting Micro, Small, and Medium Enterprises (MSMEs) and conducting interviews with MSME owners, village residents, and village officials.

2. Program Development and Implementation

After identifying issues and discussing them with village officials, field supervisors, and the community engagement team, program development was carried out. Program implementation took place offline using community education and training methods.

3. Feedback

Feedback involves responses from the audience regarding the content presented during the community engagement activity. Feedback is collected from the audience through a question-and-answer session at the end of the community engagement program, focusing on the program implementation process, its utility, impact, or application after the program concludes.

In this activity, the audience is expected to be willing to participate in job preparation, socialization, and training to enhance their skills and abilities. This initiative aims to develop the skills and capabilities of the audience in Babakan Banten Hamlet.

Result

In this section, the author presents several documented activities that have been carried out, as well as the outcomes of the community engagement training program. The activities were conducted on Tuesday, September 6, 2022, and Friday, September 9, 2022, at the Kutajaya Village Hall and the Community Engagement Post.

Overall, the socialization and training activities proceeded smoothly, primarily due to the substantial support from the hamlet, which provided the necessary facilities and resources for the engagement, along with the enthusiastic participation of the local community members. The activities were conducted in four sessions. Before commencing the program, the audience was directed to sign in as proof of their attendance in the socialization activity. It was noted that a total of 23 individuals attended the socialization session.

Figure 2. Filling out the attendance list



The first session of the first meeting on Tuesday, September 6, 2022, at the Kutajaya Village Hall consisted of a socialization activity involving the presentation of job preparation materials delivered by the "Jendela Rasa" Community. This session covered topics ranging from the socialization of the global industrial revolution journey, an elaboration of industry-

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required skills, an explanation of how to write job application letters and CVs, and job application tips.

Figure 3. Socialization of Personal Branding and LinkedIn Platform



Subsequently, the second session involved the socialization of materials highlighting the importance of personal branding to establish a favorable self-image and introduce the LinkedIn branding platform. Both the first and second sessions of the community engagement activity progressed smoothly, owing to the high enthusiasm displayed by the audience in participating in this program.

Figure 4. Socialization of Personal Branding and LinkedIn Platform



During the second meeting held on Friday, September 9, 2022, at the Community Engagement Post, the third session involved training on creating CVs and job application letters through the "Lamaranku" application. Before commencing the creation of job application letters and CVs, the audience was guided through the functionalities in the "Lamaranku" application, enabling them to differentiate the purposes of each function. Several templates, both free and premium, were showcased. Creating documents using this application was straightforward: participants entered their data and selected templates provided by "Lamaranku." This simplified process allowed the audience to understand and produce CVs and job application letters quickly. Participants could compose job application letters and CVs in the given format.

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Figure 5. Training Process for Creating CVs and Job Application Letters using the "Lamaranku" Application



Figure 6. Results of Creating Job Application Letters using the "Lamaranku" Application

kabupaten Karawang , 8 September 2022

Kepada Yth.
Bapak/Ibu Pimpinan PT sumber alfaria Trijaya,Tbk
Di
Karawang timur kabupaten Karawang

Dengan hormat,


Berdasarkan Instagram loker karawang 6 september 2022 yang saya baca, menerangkan bahwa perusahaan Bapak/Ibu sedang membutuhkan karyawan untuk mengisi posisi sebagai kasir. Berikut ini adalah data pribadi saya:

Nama : Arum [REDACTED]
Tempat, Tanggal Lahir : Karawang , [REDACTED] 2005
Jenis Kelamin : Perempuan
Pendidikan Terakhir : Sma [REDACTED]
No. Telepon : 08 [REDACTED] 1
Agama : Islam
Alamat : [REDACTED], Karawang, Jawa Barat 41358

Meskipun saya belum memiliki pengalaman kerja, tetapi saya yakin dengan usaha dan semangat yang saya miliki saya mampu menjalankan pekerjaan dengan baik

Demikianlah surat lamaran ini saya buat, besar harapan saya agar dapat bergabung dengan perusahaan yang Bapak/Ibu pimpin. Atas perhatiannya saya ucapkan terimakasih.

Hormat saya,

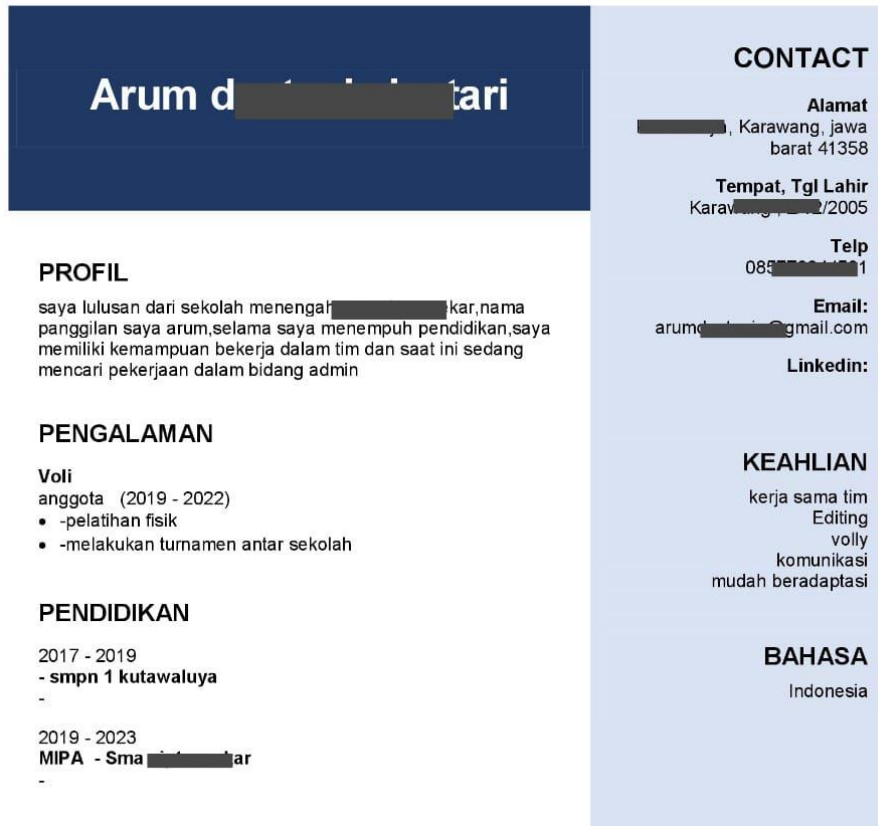


Arum destania lestari

The fourth and final session was dedicated to training on creating LinkedIn accounts. Setting up an account was straightforward and could be initiated using a laptop and a mobile phone. For this training, a laptop was used to ensure ease of application. The initial step involved registering with Linked-In using a phone number or email address and creating a password. Subsequently, participants were guided through the application's instructions.

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Figure 7. Results of Creating CVs using the "Lamaranku" Application



The community engagement program concluded with distributing prizes to the attendees and presenting certificates to the speaker, the "Jendela Rasa" Community. The event concluded with a group photo session featuring the audience from both the first and second meetings.

Figure 8. Certificate Presentation to the Speaker from the "Jendela Rasa" Community



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Figure 9. Distribution of Prizes to the Audience



Figure 10. Group Photo with the Teenage Audience of Babakan Banten Hamlet



Discussion

The community engagement program focused on the Community Learning Centre (PKBM) and its non-formal education approach to improve the quality of human resources. Non-formal educational programs address societal and educational disparities (Hadiyanto dkk., 2021). These programs align with overarching social objectives as they tackle community concerns and facilitate professional pursuits that contribute to the overall welfare of society. In the contemporary period characterized by the prevalence of the internet and social media, discernible transformations may be observed in the realms of communication and the distribution of information. The rapid dissemination of information, execution of financial transactions, and exploration of employment prospects are commonly seen activities among users in the online environment. Within this particular environment, achieving successful job market entry necessitates implementing a comprehensive strategy encompassing self-awareness, networking, and utilizing various social media platforms. One notable element of this procedure involves the establishment of an individual's brand, a goal that may be efficiently accomplished through utilizing various social media platforms.

The concept of personal branding serves as a mechanism for constructing a unique and persuasive self-representation (Girard, Pinar, 2020). Through the exhibition of one's personality, exceptional characteristics, and acquired abilities, individuals can construct an

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identity that engenders favorable perceptions in others. It can be understood as the embodiment of an individual's deepest aspiration to construct a favorable representation, cultivating pleasant impressions, trust, and more meaningful connections. Personal branding holds particular significance within the age group of 17 to 22 since it plays a crucial role in setting individuals apart within a highly competitive setting. The scope of this notion transcends public characters, as even persons occupying ostensibly private roles, such as homemakers, exhibit a type of personal branding. A solid personal brand not only distinguishes an individual but also fosters confidence and solicits colleague endorsement, exerting a substantial influence on professional advancement.

The observations conducted in Babakan Banten as part of the study have brought to light several significant concerns, such as the prevalence of school dropouts, high levels of unemployment, and insufficient preparation for employment among the local population. This highlighted the importance of educating the community about personal branding, curriculum vitae (CV) writing, and the art of composing job application letters to enhance career preparedness. The leading causes that have been identified encompass a restricted grasp of job preparation, a deficiency in comprehending the concept of personal branding, a lack of awareness regarding the potential of LinkedIn as a tool for personal branding, and inadequate skills in crafting impactful job application letters and CVs.

The author developed an educational intervention aimed explicitly at the Babakan Banten population as a reaction. This intervention aimed to highlight the significance of job readiness by focusing on personal branding, proficient curriculum vitae (CV) writing, and the art of creating job application letters. The program aimed to enhance individuals' abilities to develop a positive self-image and attract the attention of human resources personnel to foster a more profound comprehension of career preparedness before joining the job market.

The methodological approach employed to tackle the community challenges highlighted in Kutajaya Village, namely in Babakan Banten Hamlet, encompassed a comprehensive strategy incorporating socialization and training components. Community education played a crucial role by establishing a solid foundation and imparting essential knowledge, comprehension, and awareness of the pertinent context before engaging in practical training. The socialization classes strongly emphasized the importance of personal branding and career preparation, providing participants with crucial knowledge and skills.

In general, the implementation of the community engagement program was characterized by a seamless process bolstered by the active participation of community members and the provision of suitable facilities by the hamlet. The results of the program's sessions, which encompassed socialization and training activities, were to the program's planned objectives of augmenting participants' abilities and knowledge.

Conclusion

Implementing this socialization and training program has yielded several key conclusions from the outcomes of the community engagement initiative. Firstly, there has been a notable increase in knowledge and comprehension regarding the critical importance of job preparation and the significance of personal branding as essential tools for effectively navigating the professional realm. Secondly, the audience's understanding of the utility of applications like Linked-In and "Lamaranku," as well as related platforms within the job market context, has been significantly enhanced. Lastly, the program has succeeded in providing adolescents with the convenience of engaging in various activities related to job market readiness and job application processes through these applications.

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